

Professional scientific sessions for art, architecture and urban planning Thursday evenings

Held in: Conference hall of Herampey Consulting Engineers

Date: 06.07.2017

Title: World Exhibition, a special view of Milan Expo 2015.

Speakers and panel members: Mr. Sh. Arfaie and Mr. S. Mehrandish.

Introduction:

In spite of all programming and responsible persons efforts the Iranian pavilion in Milan Expo wasn't ready for the day of inauguration, the expected quality and standards were not respected, in order to present properly Iran to the visitors. The Expo 2015 of Milan principal argument was dedicated to a global and actual problem, food and nutrition, focusing on nutrition and energy for life.

The mentioned principal slogan had seven secondary directions that are presented as follows.1.Science and technology, for health, sanity and food quality.2.Science and technology, for agriculture and biodiversity.3.Innovation in the food-agriculture chain.4.Education for alimentary regime.5.Food for a better lifestyle.6.Food and culture.7.Cooperation and development for food. On this regard each country had presented a special and particular approach about the problems and proposals that they face. During this event researchers, experts, artists and chiefs from all around the world had gathered to present and share, art, culture and technology and how to face problems that are common in the world.

Regarding the presentation and organization of the Iranian pavilion the speakers expressed their disappointment and how it would be possible to make better choices in order to appear in the best possible way and condition to the foreign visitors.

The first speaker was Mr. S. Mehrandish. The first part of his speech was dedicated to a historical presentation of Expo from the first exhibition in 1851 in England, where the latest technological achievements were presented. Mr. Mehrandish explained that today after about 170 years of accumulated experience, Expo has become an economic-touristic tool in order to promote wellness for the hosting country.

Mr. Mehrandish explained how different discoveries and inventions have been presented during the Expo manifestations, like the cars, telephone, modern steam boats, airplanes, foods like hamburger and cone ice....

Talking about the Expo 2015 principal theme, Mr. Mehrandish explained how 140 participant countries focused on the global alimentary and nutritional problems, proposing solutions based on local and international necessities, capabilities and potentials. During the six months period that Expo was opened to the visitors, about six million persons visited this manifestation. The speaker gave explanations about the planning and architectural characteristics of the Expo site

and how the employer and organizer of the event succeeded to reach the best solutions for the participants, both the visitors and the exposers.

Continuing his speech Mr. Mehrandish talked about the pavilions of countries that attracted his attention and interest because of their original approach regarding the problems proposed by Expo organizers. He presented the pavilions of countries like Germany, Russia, Italy, Chile, USA, Estonia, France, Britain, Japan, Kuwait and Iran. Talking about each country and their representatives, he presented both the architectural solutions adopted by the designers, presenting in a smaller scale the characteristics of their local and national architecture and how the specific country had faced the problem of alimentation and nutrition, proposing solutions for the present and future. In many pavilions the organizers had focused their attention on the young generation, considering that the future belonged to this sector of the global society. Talking about the Iranian pavilion he said that it was visited by many visitors, but regarding the architectural aspect, in his opinion the Iranian pavilion didn't offer any interesting and original solution.

Concluding his speech, Mr. Mehrandish expressed satisfaction about how the organizers hosted so many visitors, creating at the same time the necessary facilities to satisfy their needs and comfort.

The second speaker was Mr. Sh. Arfaei. He explained that the achievement of Expo for his group was that they participated to the design tender for the Iranian pavilion. Talking about the tender, he said that the jury was composed by Iranian well known figures, but unfortunately the result of the tender has not been published. Mr. Arfaei talked about the unfair process that excluded his team and project from the selection process. In his opinion the employer and the jury didn't consider the professional skills and the characteristics of the presented projects, but they had personal interests.

Talking about Expo as an important international event, Mr. Arfaei said that these manifestations should be an occasion to show the real spirit of democracy, social and collective cooperation, but unfortunately in Iran this mentality is often ignored. He talked also about the Entrance project of Sharif University, where the project that his team had won, wasn't realized following professional standards and approaches. Mr. Arfaei criticized the mentality that permit to exclude professionals and experts' role, following the indications and decisions of persons that often aren't skilled in the field of planning and architecture.

Going back to the history Mr. Arfaei talked about the first Expo experience in London and the memories and impressions of King Nassereddin of Iran, who had visited the Expo.

Mr. Arfaei expressed the hope that for the next Expo events the mistakes of the past will not be repeated. In his opinion the major problem in this field is that the organizing office hasn't the skilled working team to fulfill its duties, ignoring the help and critic approach of universities and offices that if invited to cooperate would import positive results. He also expressed his satisfaction that a group of responsible officials has already began an appreciable movement to

put the works on the right directions, inviting skilled persons to participate to the works, in order to ensure dignified presence of Iranian representatives and exposure abroad.

Mr. Arfaei presented also the project that his group has presented for the Milan Expo. The idea was to compose the Iranian pavilion with used containers, in order to stress on the spirit of the Expo message, that was the respect toward nature, environment and natural resources. In his opinion their project would affect in a minimum way the area dedicated to the Iranian pavilion, presenting at the same time some of the Iranian-Islamic characteristics architecture and culture, getting inspiration from the idea and spirit of the Iranian garden.